

PATENT

MS137797.1

CERTIFICATE OF FACSIMILE

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Date: 12/20/02

Kelly M. Jenkins  
Kelly M. Jenkins

*Lorraine  
#11/13/02  
Response  
January 29, 2003*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicants: David E. Heckerman, *et al.*

Examiner: Daniel Lastra

Serial No: 09/450,262

Art Unit: 2162

Filing Date: November 29, 1999

Title: TRANSMISSION OF INFORMATION DURING AD CLICK-THROUGH

Box AF  
Assistant Commissioner for Patents  
U.S. Patent and Trademark Office  
Washington, D.C. 20231

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**REPLY TO FINAL OFFICE ACTION DATED NOVEMBER 19, 2002**

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Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the comments herein.

## AMIN &amp; TUROCY, LLP

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Date: January 27, 2003

**TO: EXAMINER Daniel Lastra**

FACSIMILE NO.: 703-746-5541

FROM: Kelly M. Jenkins  
AMIN & TUROCY, LLP  
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Telephone: (216) 696-8730  
Facsimile: (216) 696-8731

No. of Pages Including Cover 10

**RE: U. S. Patent Application Serial No. 09/450,262**  
**Applicant: David E. Heckerman**  
**Filing Date: November 29, 1999**

Dear Examiner Lastra:

Attached is a copy of our reply timely faxed to the USPTO on December 20, 2002 to the Final Office Action dated November 19, 2002.

Should you have any questions or comments, please let me know.

Regards,

  
Kelly M. Jenkins  
Paralegal

01/27/2003 12:34 FAX 216 696 8731

AMIN, & TUROCY LLP.

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12/28/02 15:59:53

USPTO->

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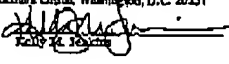
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Date: 12/20/02					
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE					
In re patent application of:					
Applicant: David E. Hoekerman, et al.			Examiner: Daniel Lasota		
Serial No: 09/450,252			Art Unit: 2162		
Filing Date: November 29, 1999					
Title: TRANSMISSION OF INFORMATION DURING AD CLICK-THROUGH					
Box AF Assistant Commissioner for Patents U.S. Patent and Trademark Office Washington, D.C. 20231					
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Dear Sir:					
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